



# SWITZERLAND MEDIA LANDSCAPE

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# Country overview

ONE OF THE WORLD'S WEALTHIEST COUNTRIES

## Overview of Switzerland



**CAPITAL**  
**Bern**

**GDP**  
**\$705.5 billion**

**REGION**  
**Europe**

**POPULATION**  
**8,516,543**

**GDP PER CAPITA, PPP**  
**\$65,010**

**AREA**  
**41,277 SQ.KM**

Switzerland, officially called the Swiss Confederation, is a small country in Central Europe known to be one of the world's wealthiest.

The country's strong economy is powered by low corporate tax rates, a highly-developed service sector led by financial services and a high-tech manufacturing industry.

Switzerland has low unemployment, a skilled labor force and one of the highest gross domestic products per capita in the world.

# Media consumption overview

DIGITAL IS QUICKLY CATCHING UP WITH WIDLEY USED TRADITIONAL MEDIA



Spend 1 hour 35 minutes with  
radio



Spend 1 hour 53 minutes  
with TV



Spend 32 minutes with print

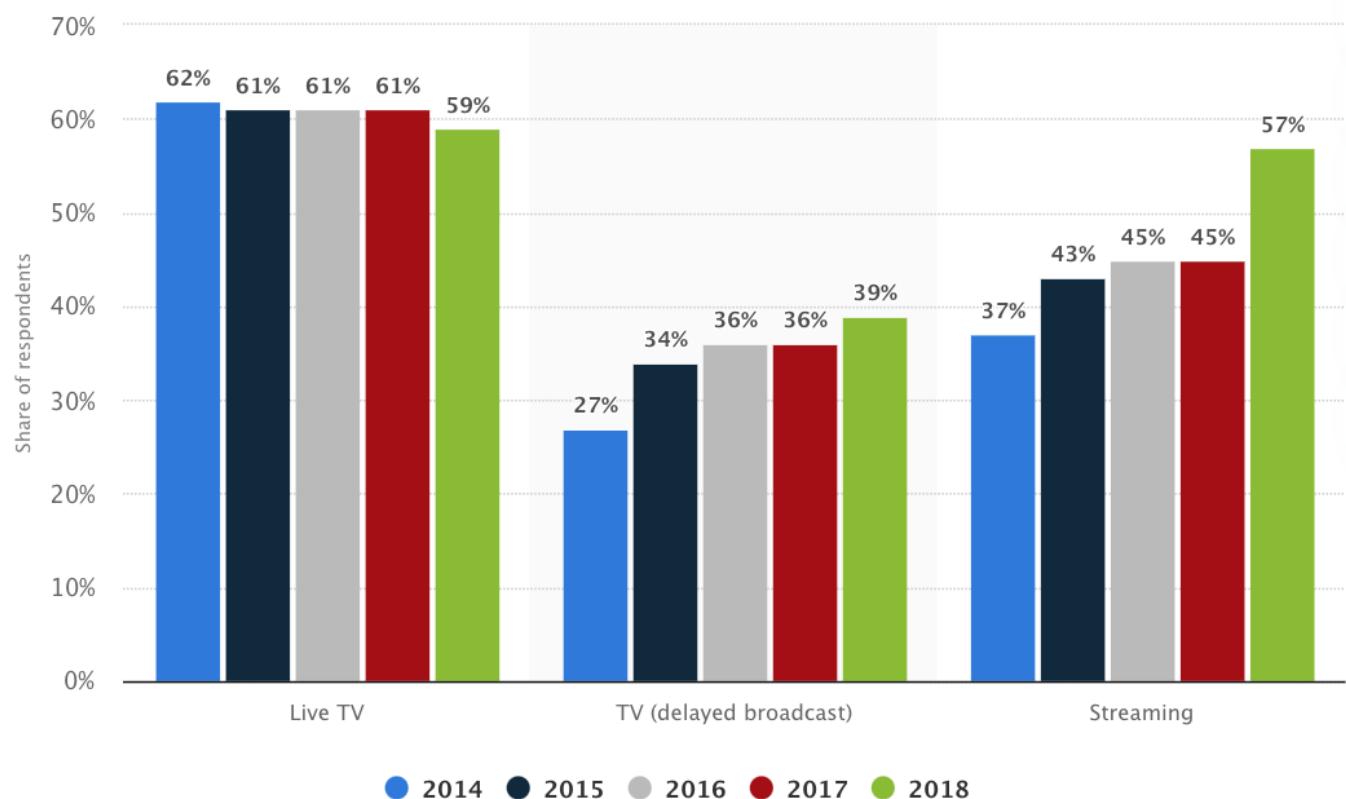


Digital is mainly used by the  
younger age groups

# TV

REACHES A LARGE PROPORTION OF THE SWISS POPULATION IN A SHORT DURATION

## Weekly TV content consumption in Switzerland



TV reaches two-thirds of the population aged 15+ every day.

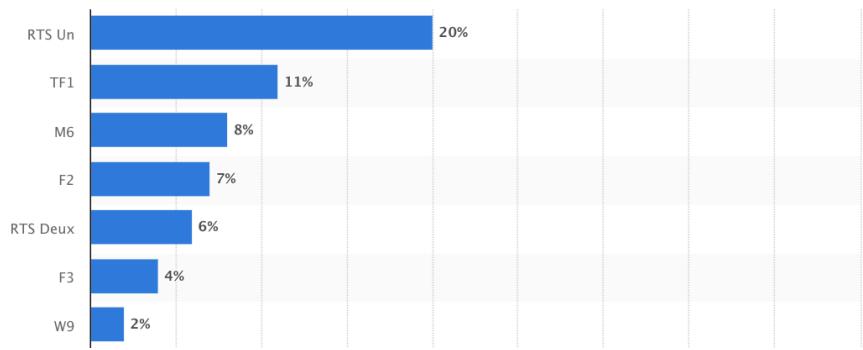
While time-shifted viewing is increasing, classic TV remains the first choice for watching television.

In the Swiss TV market, diversity of channels has increased steadily, catering to German, French and Italian speaking audiences.

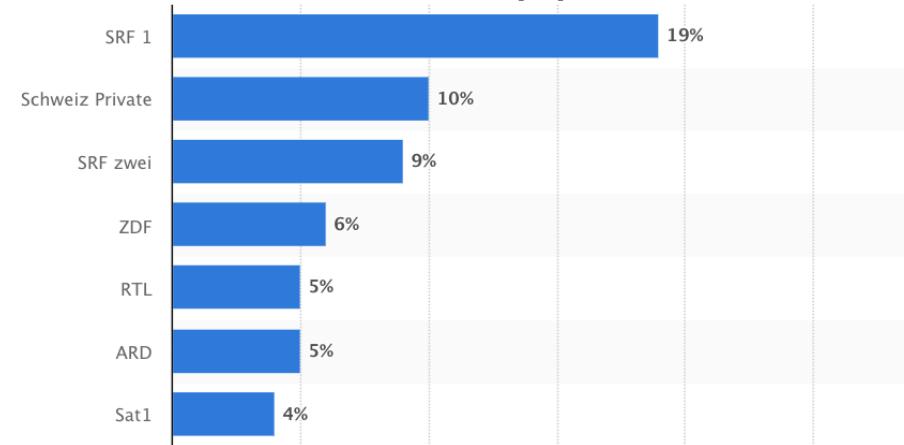
# TV

## TOP TV STATIONS BY LANGUAGE

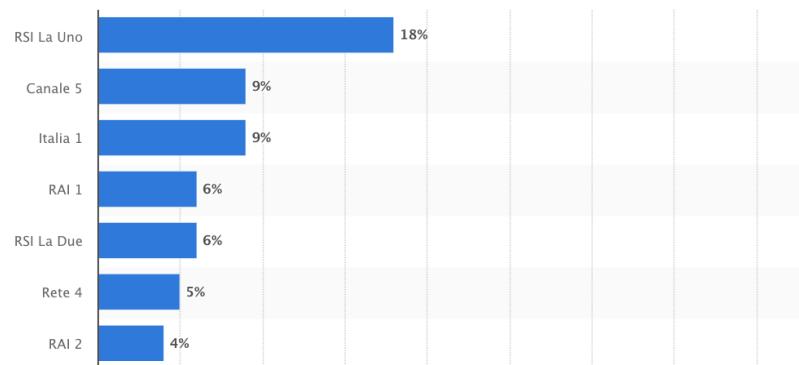
Market share of TV broadcasters in Western/French Switzerland in 2019



Market share of TV broadcasters in German Switzerland in 2019-  
**60% of the population**



Market share of TV broadcasters in Italian Switzerland in 2019



# Radio

91% OF SWISS HOUSEHOLDS ARE EQUIPPED WITH A RADIO RECEIVER

83% of the people  
in German-  
speaking  
Switzerland tune  
in daily for around  
two hours.

80% in the Romandie  
listen to the radio for  
102 minutes per day.

87% in the Italian  
speaking part  
listen for 117  
minutes a day.

Switzerland is one of  
the largest users od  
digital radio. More  
and more of FM  
stations are migrating  
to digital.

# Radio

COUNTRY'S TOP NETWORKS



# SRG SSR

The public radio broadcaster SRG SSR, operating stations catering to all languages, is the most listened-to and reaches 2.6 Million people.

Half that number is attributable to just one programme (SRF1).

# Radio

## TOP GERMAN LANGUAGE RADIO STATIONS

### Radio Pilatus



Radio Pilatus is a private radio station in Central Switzerland. The station started transmission in 1983. The studios are in Lucerne.



### Radio SRF

Radio SRF 1 is a Swiss radio channel, one of six operated by Schweizer Radio und Fernsehen (SRF), with its headquarters in Zürich. Programming is mainly general and includes news and entertainment, as well as satire, games, and radio broadcasts for children.

### Radio SRF 2 Kultur



Radio SRF 2 Kultur is one of six radio channels operated by Schweizer Radio und Fernsehen (SRF), the German-language division of the Swiss public-broadcasting organisation SRG SSR. As its name implies, Radio SRF 2 Kultur is a cultural channel.

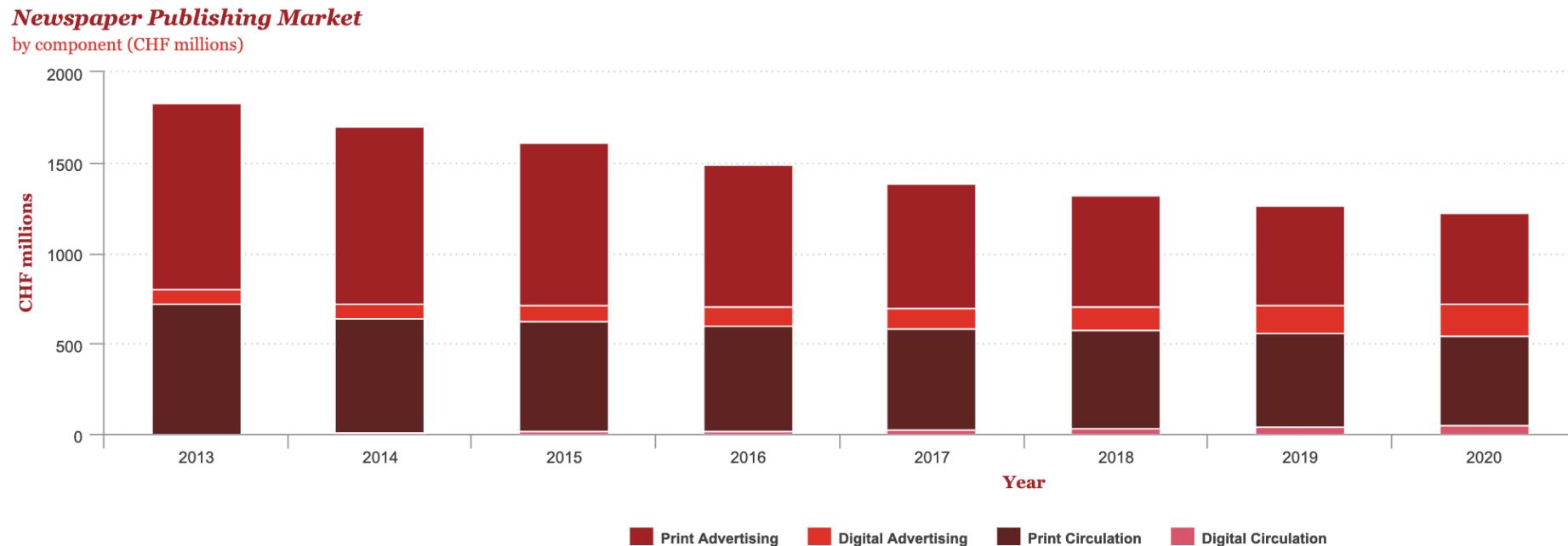


### Radio SRF 3

Radio SRF 3 is the third radio station from Schweizer Radio und Fernsehen (SRF). It is a music radio station positioned towards young adults.

# Print

## RISE IN DIGITAL, BUT INK-ON-PAPER IS STILL A FAVORITE IN SWITZERLAND

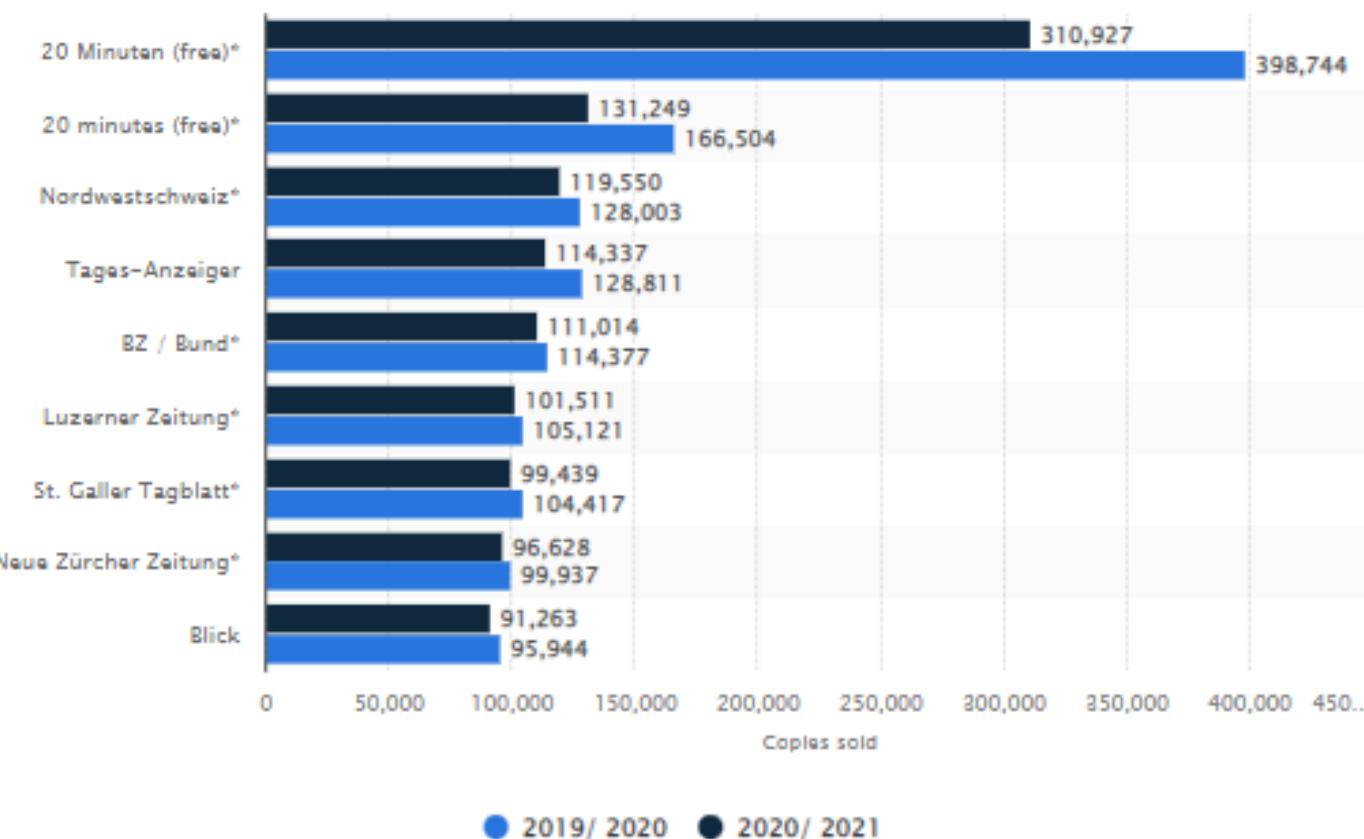


The Swiss have been slightly slower to adapt to online press because of their preference for print. This explains why decline in total circulation has fallen at a slower rate than most other markets, while digital circulation has only now begun its uptick.

# Print

## TOP PRINT TITLES

Newspapers with the highest circulation in Switzerland in  
2019/2020 and 2020/2021



**nordwestschweiz**

**Tages** Anzeiger

# Print

## TOP GERMAN LANGUAGE PRINT TITLES



### 20 Minuten Daily Circulation: 310,927

20 Minuten is a free daily newspaper in Switzerland. In the German-speaking parts of Switzerland, specific editions are made for the regions of Basel, Bern, Lucerne, St. Gallen and Zurich.



### Tages-Anzeiger Daily Circulation: 114,337

Tages-Anzeiger is a Swiss German-language national daily newspaper published in Zurich, Switzerland. The newspaper consists of a number of sections; domestic and international news, economic news, regional news, sports news, culture and society.



### Berner Zeitung (BZ) Daily Circulation: 111,014

BZ is a Swiss German-language daily newspaper, published by Tamedia in Bern.

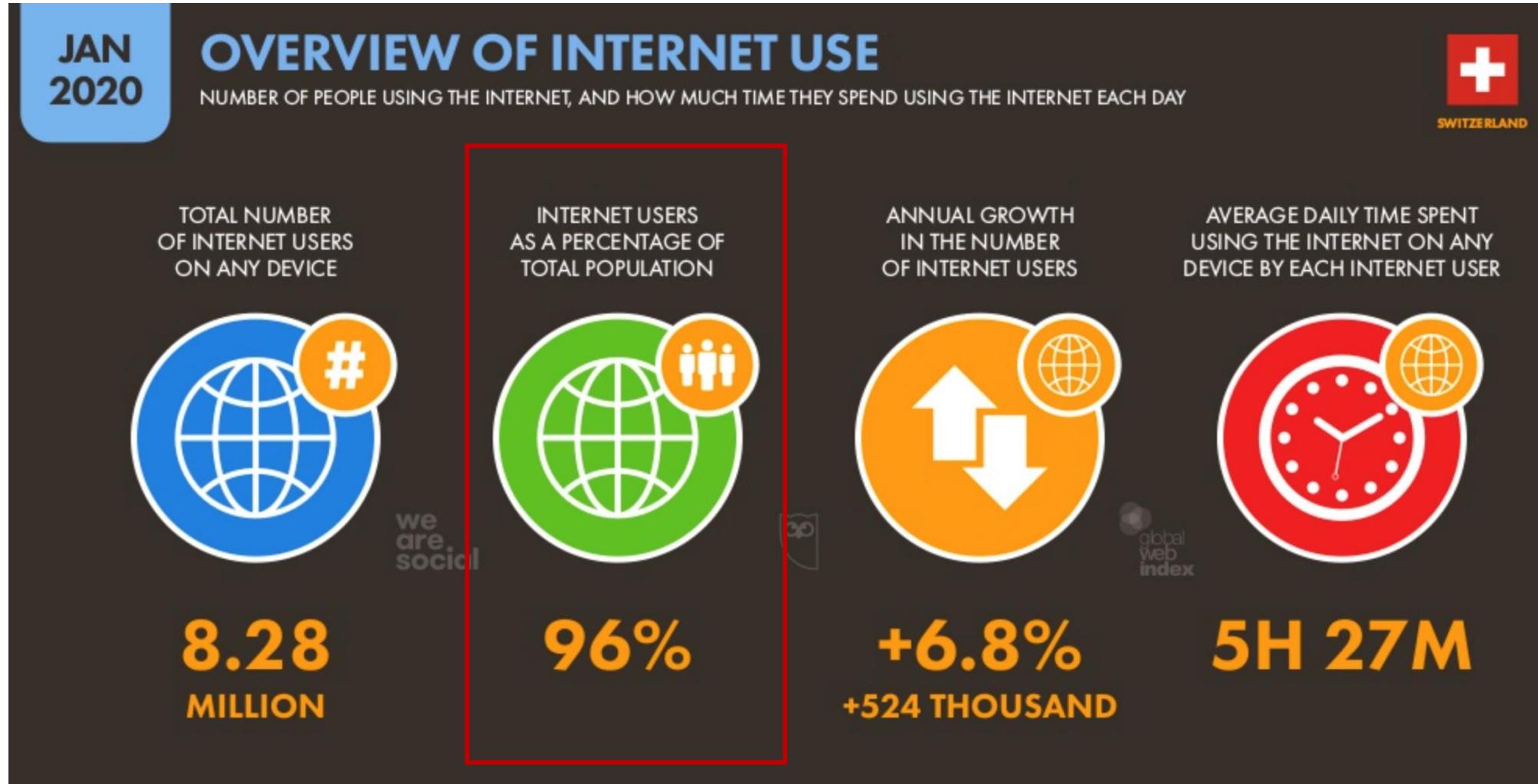


### Luzerner Zeitung Daily Circulation: 105,121

Luzerner Zeitung (LZ) is a Swiss German-language daily newspaper, published in Lucerne. The newspaper is published in six regional editions.

# Digital overview

A HIGH PENETRATION RATE OF 96%



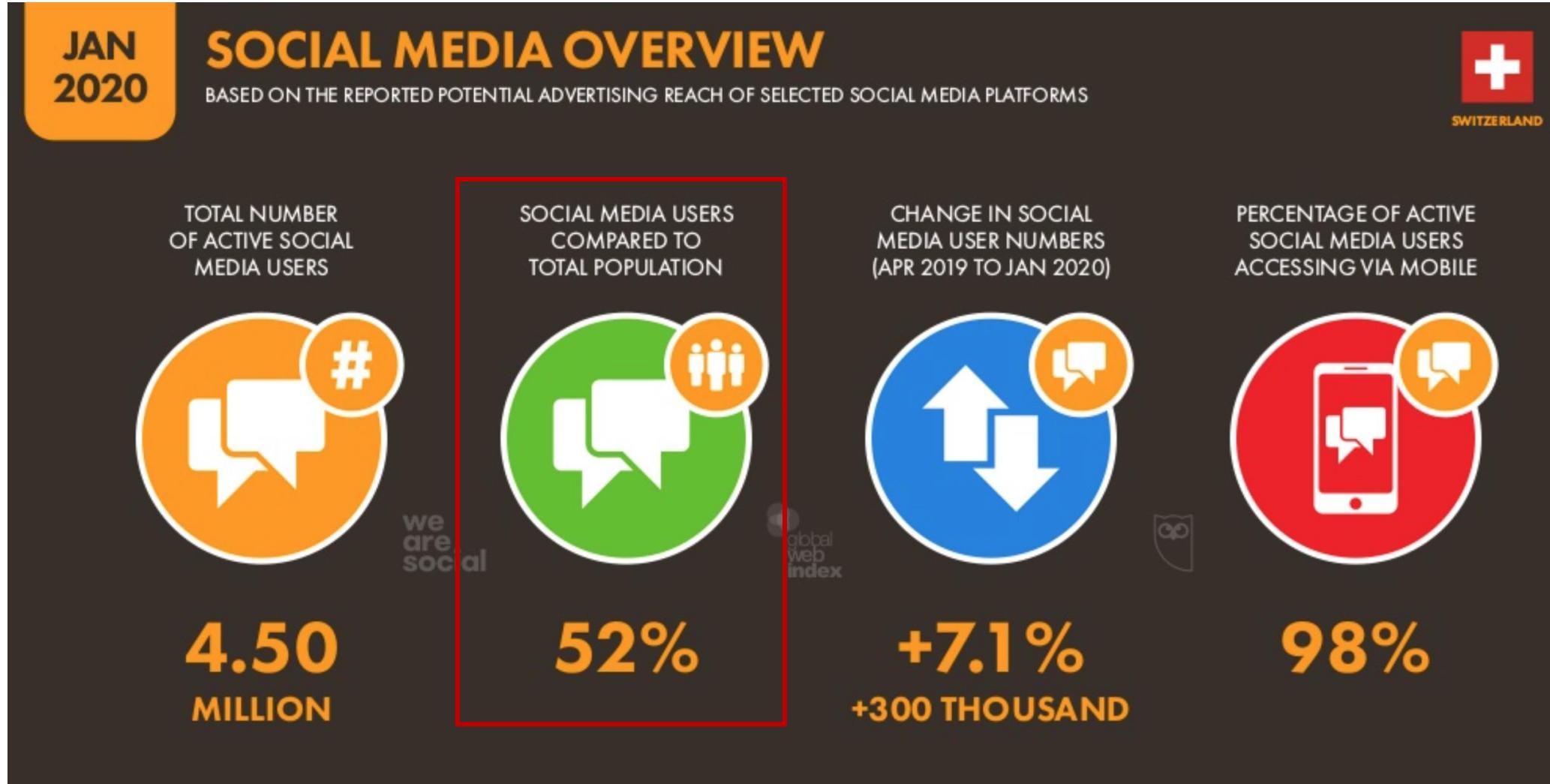
# Where one can find them on the web

FOUR OUT OF TEN MOST POPULAR WEBSITES RELATE TO ONLINE PRESS

JAN 2020							MOST-VISITED WEBSITES (SIMILARWEB)	
							RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO SIMILARWEB	
#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT		we	social
01	GOOGLE.COM	SEARCH	315,800,000	11M 24S	8.5			
02	YOUTUBE.COM	STREAMING VIDEO	94,150,000	22M 12S	8.9			
03	FACEBOOK.COM	SOCIAL	62,870,000	9M 13S	9.1			
04	GOOGLE.CH	SEARCH	53,060,000	8M 27S	10.4			
05	WIKIPEDIA.ORG	REFERENCE	36,290,000	3M 50S	3.3			
06	20MIN.CH	NEWS & MEDIA	24,210,000	4M 10S	3.4	we		
07	BLICK.CH	NEWS & MEDIA	23,830,000	4M 15S	3.3		social	
08	BLUEWIN.CH	NEWS & MEDIA	20,620,000	6M 51S	5.1			
09	PORNHUB.COM	ADULT	16,230,000	9M 11S	8.5			
10	SRF.CH	STREAMING VIDEO	14,980,000	4M 21S	3.8			

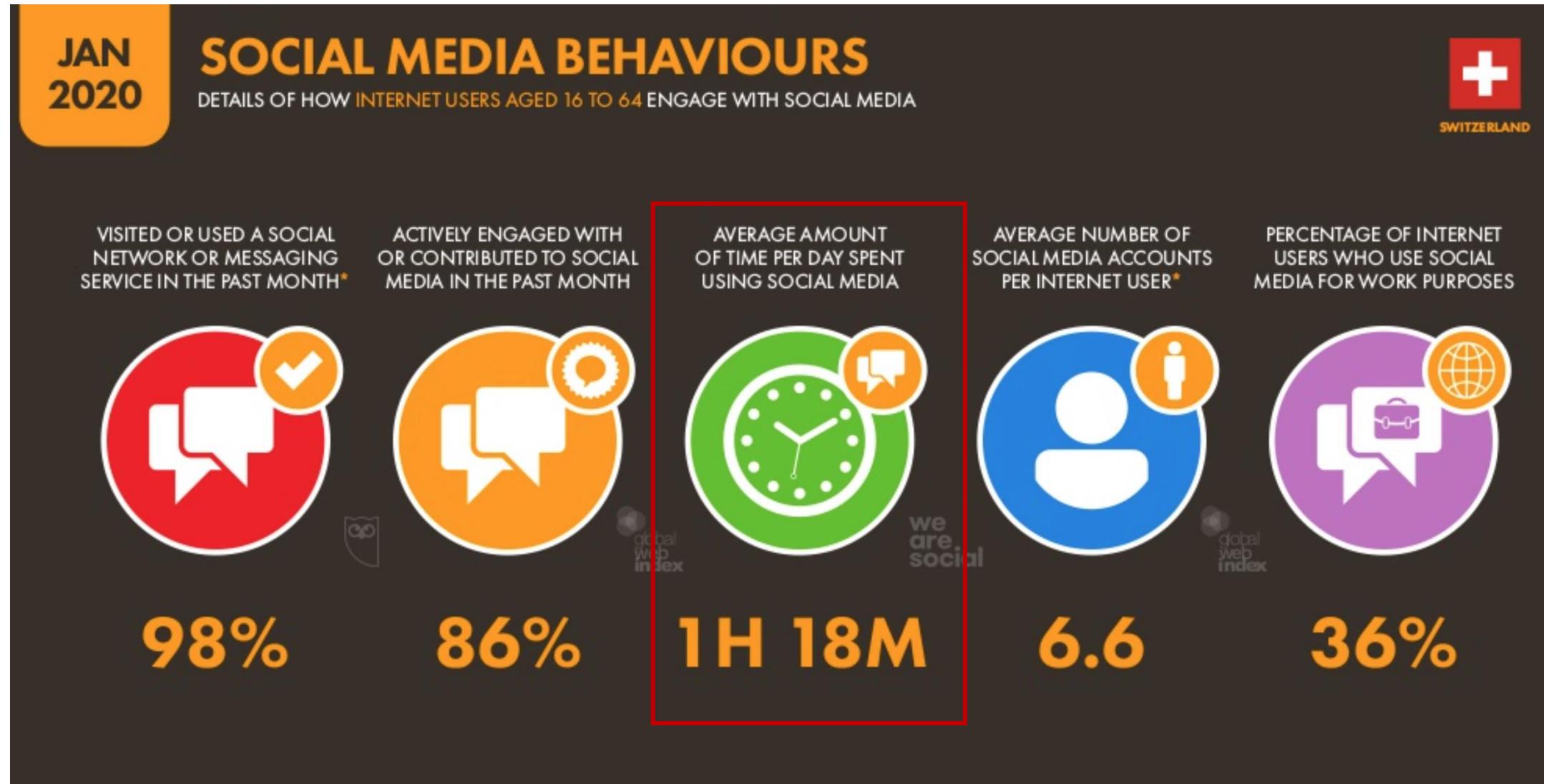
# Social media overview

ONLY ABOUT HALF THE POPULATION USES SOCIAL MEDIA



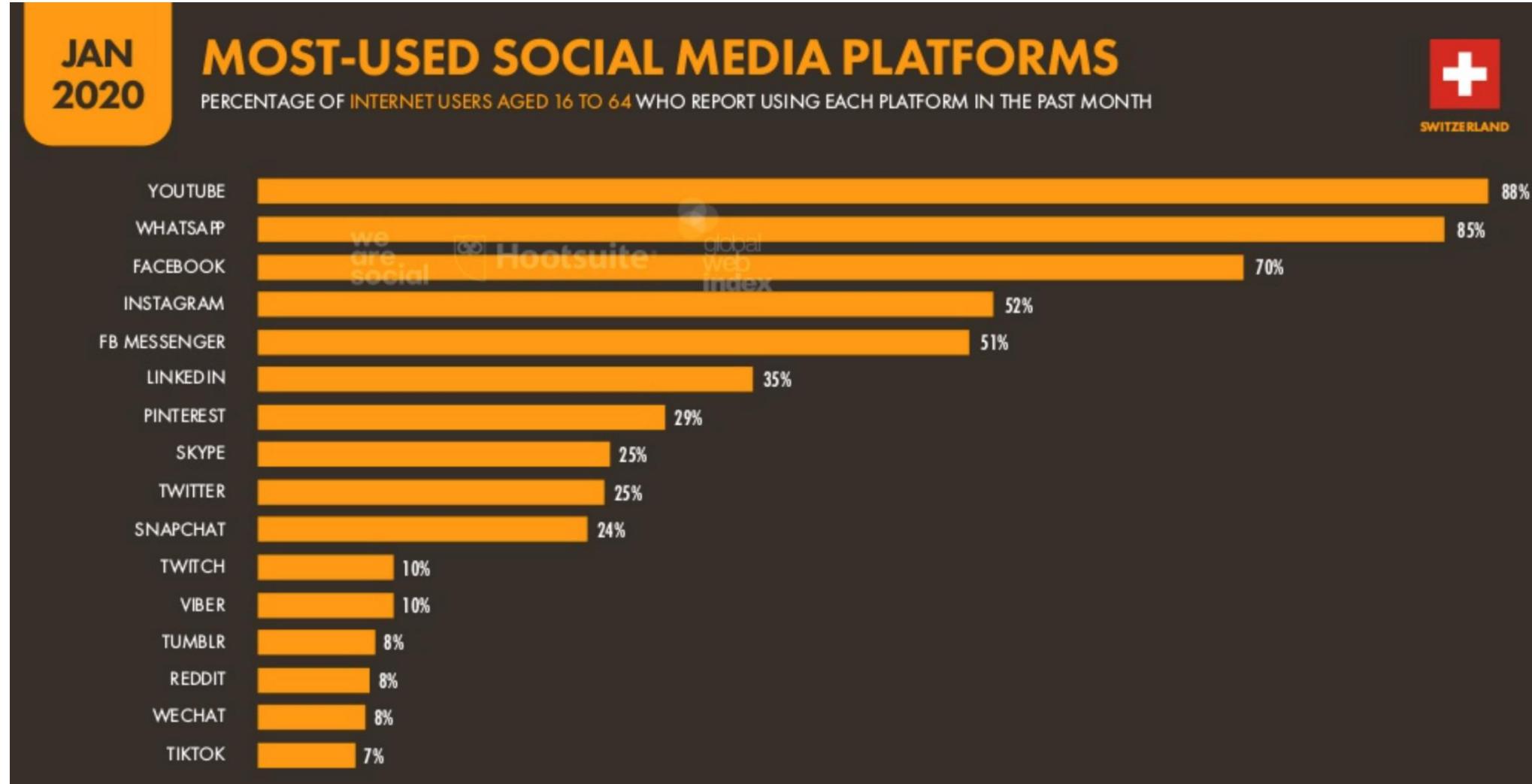
# Social media behavior

AVERAGE TIME SPENT ON SOCIAL MEDIA IS LOWER THAN THE EUROPEAN AVERAGE



# Most popular social media platforms

YOUTUBE HAS THE HIGHEST ADVERTISING AUDIENCE, LEADING BY A CONSIDERABLE MARGIN



# Let's discuss

Tel: +971 4 425 3300

Email: [info@themediavantage.com](mailto:info@themediavantage.com)

Website: [www.themediavantage.com](http://www.themediavantage.com)

Location: Office 2003, JBC 3, Cluster Y, Jumeirah  
Lakes Towers, P.O. Box 358639, Dubai, United Arab  
Emirates

